

LEO BURNETT U.S.A.

A DIVISION OF THE LEO BURNETT COMPANY, INC.

AD No. 10700-C3 - Reg. No. M54184 - "Hard Up" Page 4/C Bleed (8 1/2" x 11") (c) Small National Page  
Printed in U.S.A.

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16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.**





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